



**PERSPECTIVE OF NEW HOME**—This artist's drawing shows in perspective the modern concrete and steel structure that is the new home of The Torrance Herald at 1619 Gramercy avenue. Containing more than 10,000 square feet of floor space, the building faces the southeast and was designed exclusively for a newspaper publishing plant. In addition to the glass area shown in the drawing there are skylights over the 7000-square-foot shop. The front portion of the building contains the editorial department (in center) business and executive offices, all on the main floor. Provision is made for expansion on the well-lighted balcony areas, where the photographic darkroom is located. Main entrance is framed with Roman brick, with glass brick over the doors. At the right is the office of The Master Printers, owned and operated by Robert L. Lewellen and Homer L. Trueblood. Paved alleys adjoin the side and the back of the new building, where the newsboys' entrance is located.

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## Rotary Press in Operation With Today's Edition

Along with the move to its new building on Gramercy avenue, the Herald has installed a modern 32-page Goss rotary press which speeds up the actual printing 20 times and gives a "better look" to the Torrance Herald and the Los Angeles News.

The Herald's two-week 16-page rotary can print either one or two 16-page sections at the rate of 15,000 per hour, as compared with 3000 eight-page sections per hour on the older type Goss Comet flat-bed press which has served it for 20 years.

Rotary presses are so called because the impression of the type faces is rolled onto the continuously-moving print paper as it passes over the lead impression plates attached to steel cylinders. The paper is crowded against these impression plates by another large roller covered with a rubber blanket.

Before the rotary presses were invented the page forms of type

were stationary and the paper rolled across them, but this meant that the paper had to stop moving while the impression was made.

Rotary presses require that lead plates carrying the impression of each page be cast in semi-circular form so that they will fit the contour of the large steel cylinders on the press. Each cylinder holds four of these curved metal plates.

These plates are formed by a process known as stereotyping, and require special equipment in addition to the rotary press. Stereotyping is described more fully in another article.

## First Flag Was Raised in 1913 at Ashley Home

The first flag-raising in Torrance took place May 29, 1913, at the residence of Mr. S. Ashley on Andreo avenue.

James Byrnes was "orator of the day," according to an early issue of The Herald. Ben Hanserink was official bugler.

The event was made impressive by the recitation of the Oath of Allegiance by the 36 children who responded to the invitation to attend.

At least two photographs of the event were taken.

## Press One of Few Available Since War II

The Herald's newly-acquired Goss rotary press is one of the few newspaper presses of this kind obtainable since the war.

New presses of 32-page capacity, like many other mechanical devices for modern publishing plants, have not been available since the onset of World War II because of the critical shortage of materials.

Only recently have manufacturers of heavy printing machinery even begun to "catch up" on their immense backlog of orders to meet the demand for more modern equipment.

The Herald's rotary press represents an entirely new production level for the paper with the change over from a flat-bed on which the newspaper has been printed for 20 years. The Herald's flat-bed was sold to the Coronado Journal.

The Herald's rotary press will print as many as 32 pages in one run at the rate of 15,000 per hour. This is approximately 20 times faster than the old press, which was limited to eight pages on each run and a speed of 3000 copies an hour. Three to four separate runs were required, necessitating the changing of forms for each run and, finally, the assembly of the various sections of the complete edition by hand.

## DUST THEN, TOO!

(Reprinted from issue of Jan. 23, 1914)  
The Dominguez Land Corporation has had vacant lots about the city planted as bushes. This will obviate the possibilities of dust storms in the summer as well as the unsightly and neglected vacant lots.

## To the Folks Who Read this Message:

You are cordially invited

to attend the

FORMAL OPENING

of the New Home

of the

TORRANCE HERALD

Saturday, December 4, 1948

9 a.m. to 9 p.m.

1619 Gramercy Avenue, Torrance, Calif.

We got this idea several years ago. The more we thought about it the better it seemed: To have a building of our own—the way we want it. Like owning your own home, it gives you sort of a healthy, comfortable feeling. And we think we can do a better job for the folks who patronize us.

We think we've got a pretty good layout—one of the best of any newspaper in a community this size. Lots of new printing equipment has been added including a 32-page rotary press—just like the big metropolitan newspapers have. There are loads of other ideas we've embodied in this new home that we can't take time to list here.

But come on over this Saturday, and bring the family, too. We're holding open house from 9 a.m. to 9 p.m. and we'd like to show you around.

## CITY'S FOUNDING TOLD

This special anniversary edition of The Herald recalls the founding of the city of Torrance and some of the events immediately following. Search has been made of the early editions of The Herald, and numerous stories dealing with the history of the city have been selected for reprinting throughout this special edition.

Few cities have a background similar to that of Torrance, and the early editions of this newspaper reveal that Mr. Jared Sidney Torrance was one of the most socially-minded men of this century. He wanted this to be a model industrial city, and he tells how they went about planning the town-site in one of the articles reprinted.

Because Torrance has several thousand new residents who probably do not know the interesting background of this city, the staff has compiled some of the more important historical items, and has also located some of the first photographs taken in the new city.

## WELCOME!

# Newspaper's Staff and Offices in New Home, Ready to Greet Public

## Nine Again!

## New Building Herald's Fifth Home in City

The Herald's new building at 1619 Gramercy avenue is the fifth home to be occupied by this newspaper in Torrance.

The building just vacated at 1336 El Prado has been The Herald's home since 1928, and during these 20 years the building was twice damaged by earthquakes—in 1933 and in 1941.

Previously The Herald was located at 1419 Marcelina, now the Torrance Electric Shop. Before that "home" was at 1879 West Carson street, now occupied by a cleaning and pressing shop.

For some months The Herald offices overlooked Five Points—from the Brighton Hotel building.

And when Publisher B. M. Knutson established The Herald here in 1913 he rented office space in the Murray Hotel building on El Prado.

If you're a numerologist, you may have noted that the business address ends in the figure "9" in at least three locations, including the present.

## Paper Credit to City, Said Valley Editor

(Reprinted from The Torrance Herald of February 6, 1914)

The Ledger-Gazette welcomes to the field of journalism The Torrance Herald, which began its career on Jan. 1. It is a most attractive looking weekly publication sent out by The Herald Publishing Company and while commercial in tone, it is a decided credit in all respects to the great industrial garden city of Torrance and to its publishers—Ledger-Gazette, Lancaster, Calif.

The Torrance Herald's new home at 1619 Gramercy avenue is now complete and occupied by all departments of the newspaper with the publication of this issue. Until a few days ago artisans were putting finishing touches on the offices and mechanics were installing and adjusting new shop equipment.

The building was completed

Oct. 29 and The Herald started to move equipment from its old home on El Prado two weeks ago. It was April 28, 1948, that actual construction of the new plant was started by Grover C. Whyte, publisher, and his associate, Edwin B. Brown.

Since then, there has been a steady procession of graders, trucks, concrete mixers, cranes, and moving vans, concrete workers, brick masons, carpenters, electricians and artisans.

The clatter of construction now has been replaced by the whirring of linotype machines, the buzz of power saws on lead slugs and the roar of the big rotary press—all within a period of seven months.

The modern concrete and steel structure gives the Herald staff, a total of 10,000 square feet of floor space for shop and offices.

The front portion of the building contains the business offices, advertising department, editorial, bookkeeping, and executive offices. The mezzanine over the editorial department allows room that will be needed for expansion in the coming years. Here also is located modern photographic dark room facilities especially designed for the Herald under the supervision of Jack Baldwin, staff photographer and sports editor.

Shop space for the composing room, stereotyping, the press and mailing room has a total of 7000 square feet of space with 27-foot center height.

The total of more than 10,000 square feet in the new Gramercy avenue home compares with a total of 2200 square feet in the previous location on El Prado.

Exterior of the steel-reinforced concrete brick building is painted silver grey with Roman brick framing the main entrance doors and glass brick above them. A paved alley roof permits unobstructed floor area for the systematic arrangement of production machinery in the composing room.

Asphalt tile covers the

floor of the office. The building has been equipped with a cooling and heating system which permits each department to control the temperature by electrical clock thermostats called "chronometers."

Along with the new building The Torrance Herald acquired a modern 32-page Goss rotary press capable of turning out 15,000 complete papers an hour (folded and assembled) and a new Elrod rule-casting machine, steel type cases, new make-up stones, and several completely new and modern type faces.

Stereotyping equipment also was purchased, including a flat router, curved router, tall outer, scorcher, mat roller and other shop items.

## Susana Avenue Lot First Sale

(Reprinted from The Torrance Herald of March 26, 1914)

George Schnauffer of Bishop Calif., who has the distinction of having purchased the first lot sold in Torrance, has contracted to erect a two-story Class "C" building on Susana avenue, between Cabrillo and Craven avenue. Store rooms will be arranged on the ground floor and modern rooms or apartments on the second.

Ben H. Lavitt and Louis Gottlieb of Los Angeles have secured a permit to put up an apartment house at the corner of Arlington and Carson. It will be an up-to-date structure with the latest conveniences and built-in features.

Franklock, Thurnin of Los Angeles has secured a permit to put up a combination business and residence structure on his property on Cabrillo street near 222nd street.